

General Information

REGISTRATION: Students may enrol by completing the application form on the final leaf of this brochure. Enrolment may be by mail, or in person at the Division of University Extension, Room 201, 84 Queen's Park, Toronto 5, from 9:00 a.m. to 5:00 p.m., Monday to Friday. During the month of September and the first week of October, the Business and Professional Section will remain open on Tuesday and Thursday evenings until 8:30 p.m. to accept registrations. The telephone number is 928-2400.

Fees are payable in advance and no registration is complete otherwise. Cheques or money orders should be made payable to the University of Toronto.

All courses are subject to change of time and place before the beginning of the term. Students will be notified of any change.

Early application is advised to ensure admittance, especially for those applicants who are new to the program.

REFUNDS: Refunds will be considered only if they are requested in writing before the second lecture of the course is given. Because of the cost of making adjustments, a charge is made for each refund. Requests for refunds must be accompanied by admit-to-lecture cards and the official receipt.

TEXTBOOKS: Prescribed texts may be ordered from the University of Toronto Textbook Store by telephoning 928-2247. The Textbook store will mail texts and invoices to students. For those students who wish to purchase texts personally, the Textbook Store is located at 12 Bancroft Avenue (north of College Street and east of Spadina Avenue).

SPRING PROGRAM: Some of the courses in this program may be available again during the 1969 Spring Program which will be conducted from April to July, 1969. The Spring Program brochure will be available in February.

OTHER COURSES: The courses described in this brochure form a part of a much larger program of courses offered by the Business and Professional Section, Division of Extension, University of Toronto. Copies of the main Business and Professional Courses calendar are available upon request by telephoning 928-2400.

UNIVERSITY OF TORONTO
DIVISION OF EXTENSION

Certificate Program in

Industrial Marketing

1968-69



offered in co-operation with the
Industrial Marketers of Toronto

The Program

Today, if corporations aim to outlive the markets on which they were founded, a marketing orientation must replace the older production and finance and sales orientations in the business planning process. There is substantial need and opportunity, particularly in industry, for men and women who are skilled in finding the new products and services, new roles, new customers, and new markets which are vital to the preservation and growth of dynamic, competitive, profitable organizations.

This Industrial Marketing Program has been designed to provide a firm theoretical and practical base for individuals who choose to increase their professional knowledge and competence in the marketing function in general and in industrial marketing in particular.

Registrants must be capable of handling work at the university undergraduate level to profit from the courses.

A certificate of achievement will be awarded by the INDUSTRIAL MARKETERS OF TORONTO upon successful completion of the required courses as outlined below under the heading "The Certificate."

ADMISSION TO THE PROGRAM

Applicants:

- (a) must be able to meet the general admission requirements of the University of Toronto (i.e. with complete grade 13)
- or (b) must be of mature age (25) and have obtained a minimum of 60% in at least one grade 13 subject
- or (c) must be of mature age (25) with suitable experience in the fields covered by the program

THE CERTIFICATE

Candidates for the certificate:

- (a) must be employed in industrial sales, advertising, marketing, or related work
- and (b) must attain a "C" grade (i.e. 60%) or better in at least 4 of 6 full courses, or equivalents, and a pass in all of them
- and (c) must make application to the INDUSTRIAL MARKETERS OF TORONTO enclosing a statement of their program records and grades, as prepared by the Division of Extension, University of Toronto

COURSES

Obligatory

- Marketing Management
- Industrial Marketing (half course) (to be a full course commencing 1969-70)
- Sales Management
- Market Research and Product Development (half course) (to be offered in 1969-70)
- Advertising and Sales Promotion (half course)

Optional

- International Markets
- Economics — An Introduction
- Communications
- Budgetary Controls (half course)

INDUSTRIAL MARKETING CERTIFICATE PROGRAM APPLICATION FOR COURSE REGISTRATION

COURSE

Night and Campus

Mr. Name (Please Print)

Mrs.

Miss

Address

Company

Position

Business Address

Home Telephone

Business Telephone

FEE ENCLOSED: \$..... Cash Personal Cheque Company Cheque

To be valid each application form must be accompanied by tuition fees in full.
Cheques must be made payable to the University of Toronto.

Date Signature

City

Province

Number & Street

OFFICE USE
R. No.
C.A.

Send To:
BUSINESS & PROFESSIONAL COURSES
DIVISION OF EXTENSION
UNIVERSITY OF TORONTO
84 QUEEN'S PARK
TORONTO 5, ONTARIO

INDUSTRIAL MARKETING CERTIFICATE PROGRAM

APPLICATION FOR ADMISSION TO THE PROGRAM

I wish to apply for admission to the Industrial Marketing Certificate Program offered in co-operation with the Industrial Marketers of Toronto.

- I am able to meet the general admission requirements of the University of Toronto (grade 13 transcript enclosed).
- or I am of mature age (25) and have obtained a minimum of 60% in at least one grade 13 subject (birth certificate and grade 13 transcript enclosed).
- or I am of mature age (25) with experience in the fields covered by the program (birth certificate and letter outlining work experience enclosed).

Date

Signature

BUSINESS & PROFESSIONAL COURSES

DIVISION OF EXTENSION
UNIVERSITY OF TORONTO
84 QUEEN'S PARK
TORONTO 5, ONTARIO

Industrial Marketing Program

Course Descriptions

The courses described in this brochure are all open on an individual basis to the general public.

Marketing Management

D. SIMON

This course covers the fundamental elements of marketing within the context of a rapidly changing business environment.

Cases are used to complement discussions and lectures to provide an understanding of contemporary marketing problems.

Emphasis is placed on the development and integration of the over-all marketing plan.

CASE BOOK: E. C. Bursk, *Cases in Marketing Management*. Prentice-Hall.

TEXT: E. W. Cundiff and R. R. Still, *Essentials of Marketing*. Prentice-Hall.

Wednesdays, commencing September 25, 7:00-9:00 p.m., 254 Mechanical Building, St. George Campus.

\$75.00 — 25 sessions

Marketing Management

W. R. JACK

'Marketing Management' is an introductory course on marketing as a system of business activities. Course topics will include the marketing process, marketing research, analysis of markets, customer motivation and buying patterns, product development, brand policy, image building, distribution channels, the price system, promotional activities, and financing a marketing program.

Discussions of current business practices, assignment of cases and problem solving, and special guest speakers will supplement the lecture series.

TEXT: W. J. Stanton, *Fundamentals of Marketing*, 2nd ed., McGraw-Hill.

Tuesdays, commencing September 24, 8:15-10:15 p.m., Scarborough Campus.

\$75.00 — 25 sessions

Sales Management

O. I. GALLAGHER & D. A. YOUNG

Included in this course are the following topics of study: personal selling as a part of the marketing mix, nature of the selling job, recruiting and selecting salesmen, training and development, sales control, compensation, territory allocation and evaluation, sales organization, and co-ordination with related functions.

PREREQUISITE: 'Marketing Management'

TEXT: B. R. Canfield, *Sales Administration: Principles and Problems*. 4th ed., Prentice-Hall (1962).

Tuesdays, commencing October 8, 7:30-9:30 p.m., 119 Galbraith Building, St. George Campus.

\$60.00 — 20 sessions

A 6 Course Certificate Program

Advertising and Sales Promotion

G. V. FORSTER

This course studies the objectives and methods of advertising and promotion together with their place in marketing strategy. Topics are presented from the viewpoint of the potential manager of the advertising and promotion function and include: the development of advertising strategy and sales promotion strategy, audience identification, message and media selection, advertising evaluation, budgeting, and measurement of results. Case study will also be included.

PREREQUISITE: 'Marketing Management'

TEXT: none

Wednesdays, commencing October 9, 7:00-9:00 p.m., 404 Carr Hall, St. George Campus.

\$30.00 — 10 sessions

Industrial Marketing

O. I. GALLAGHER

This course deals with the application of modern marketing techniques to the marketing of industrial products and services. Included are the following topics of study: characteristics of industrial markets, pricing, middlemen and methods of distribution, selling and promotion, product development and diversification, marketing organization, market planning and control.

PREREQUISITE: 'Marketing Management'

TEXT: R. S. Alexander, J. S. Cross, & R. M. Cunningham, *Industrial Marketing*. Rev. ed., R. D. Irwin (1961).

Mondays, commencing October 7, 7:30-9:30 p.m., 119 Galbraith Building, St. George Campus.

\$30.00 — 10 sessions

Economics — An Introduction

J. I. MC DONALD, W. H. MERRITT, O. S. SOLOMON

The elements of economic theory will be developed and illustrated with reference to contemporary economic problems.

Lectures will include discussion of the following topics:

- Price theory and application
- Money and banking
- National income
- Business cycles and economic growth
- International trade

Registration in each class will be limited to 40 students.

TEXT: P. A. Samuelson and A. Scott, *Economics — An Introduction Analysis*. Can. ed., McGraw-Hill (1966).

Tuesdays, commencing September 24, 7:00-9:00 p.m., Scarborough Campus.

Wednesdays, commencing September 25, 8:00-10:00 p.m., 102 Mechanical Building, St. George Campus.

Thursdays, commencing September 26, 6:00-8:00 p.m., 405 Carr Hall, St. George Campus.

\$75.00 — 25 sessions

Communications

A. F. COLLACO

The aim of this course is to increase the students' knowledge, understanding and skill in communicating effectively.

The concepts and processes of face to face communications, as well as communications in small and large groups will be examined in depth. The course will deal with the mechanics and problems of oral and written communications as well as the relationship between communications and behaviour. Some of the barriers to effective communications will be examined and some techniques will be developed to help in overcoming these barriers and in improving communication skills. Emphasis will be placed on practising these skills.

TEXT: none

Wednesdays, commencing September 25, 7:00-9:00 p.m., 216 Galbraith Building, St. George Campus.

\$75.00 — 25 sessions

International Markets

O. SIMON

For an expanding number of companies the Canadian market is no longer large enough. Global opportunities are constantly opening up and recently Canada has become the fourth largest trading nation in world markets. Accepting the universal application of marketing principles the course recognizes that foreign markets present the businessman with a combination of economic, political and social variables different from the domestic market. Some of these variables dominate the foreign market environment and dictate the businessman's overall marketing strategy.

This course focuses on the variables and problems relating to operating institutions as they are found in today's international business world.

TEXT: J. Fayerweather, *International Marketing*. Prentice-Hall (1965).

Mondays, commencing October 7, 7:00-9:00 p.m., 403 Carr Hall, St. George Campus.

\$60.00 — 20 sessions

Budgetary Controls

W. G. PEAKER

This course will include the study of the nature and purpose of budgets; benefits to be gained and disadvantages to be avoided. Types of budgets will include those used for sales or revenue, purchases or production costs, selling expenses, general and administrative expenses, other expenses, cash and capital expenditures. Preparation of budgets, including delegation of responsibility and organization, will be discussed as will methods of analysis of company budgets. Case studies will be employed.

TEXT: G. A. Welsh, *Budgeting: Profit Planning and Control*. 2nd ed., Prentice-Hall (1964).

Mondays, commencing October 7, 6:00-8:00 p.m., 116 Galbraith Building, St. George Campus.

\$30.00 — 10 sessions